



U.S. Army Marksmanship Unit

USAREC / Cadet Command Asset Users Guide



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What the USAMU can do for you:

- **Showcase World Class Athletes and Olympians**
- **Develop COIs**
- **Help penetrate difficult high schools.**
- **Help create lead refinement lists.**
- **Give the recruiter visibility and recognition.**
- **Inform students about Army life.**
- **Create a favorable recruiting environment.**
- **Reinforce the national advertising message.**



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Assets



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Promoting the Army Through Media

Televised shooting pro tips and demos. Like this demo of rapid reload as demonstrated by Action Shooting teams CPL Travis Tomasie



Tell influencers in your community about

- Over 250 positive national news stories annually.
- Published Pro-Tips on shooting in numerous magazines
- Televised on various shows to include [Shooting USA](#) on the [Outdoor Channel](#)
- Personal appearances by our world class athletes

MEDIA SCHEDULE

| WHO | WHAT | WHERE | DATE | TIME |
|-----------------|-----------------------|-----------------|------|-----------------|
| Action Shooting | Shooting USA Pro Tips | Outdoor Channel | TBD | 1700 & 2100 EST |
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| Action Shooting | Shooting USA Pro Tips | Outdoor Channel | TBD | 1700 & 2100 EST |



Olympic Silver, Athens 2004

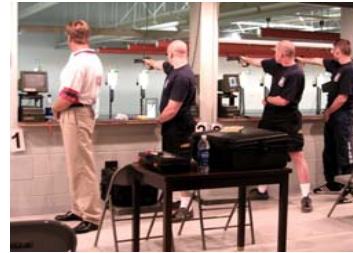


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Competition and Recruiting Support

Competition Attendance with one of six shooting teams

- The USAMU has six shooting teams that compete and win shooting competitions across the Country and around the world.
- When any of our six teams are competing in your recruiting or ROTC area, recruiters, applicants, Future Soldiers, COI's, VIP's, and ROTC Cadets are invited to attend.
- Recruiters can check the [USAMU Calendar](#) to check for teams coming to your local area



International Pistol TEAM (IP)



International Rifle TEAM (IR)



Olympic Shotgun Team (SG)

Action Shooting Team (AS)



Service Rifle Team (SR)



Service Pistol Team (SP)



EMPLOYMENT

- We may contact you directly if one of our scheduled shoots is within your recruiting area.
- You may check our [calendar](#) for competitions dates within your recruiting area.
- For more information contact the USAMU LNO
francis.raaphael@usaac.army.mil

Required Recruiter/Cadre Support:

1 per every 30 Attendees



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Competition and Recruiting Support cont.

High School Presentations/Future Soldier/Cadet Functions

- Introduce themselves and the recruiter.
- Shows USAMU Video and shooters share their Army story with the students.
- Give the recruiters time to make a presentation on topics such as ASVAB testing, the GI Bill plus the Army College Fund, with a brief "Question and Answer" period to follow.
- Students and teachers will get to interact with our World Class Athletes



EMPLOYMENT

- We may contact you directly if one of our scheduled shoots is within your recruiting area.
- You may check our [calendar](#) for competitions dates within your recruiting area.
- For more information contact the USAMU LNO francis.raaphael@usaac.army.mil

Required Recruiter/Cadre Support:

1 per every 30 Attendees



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Competition and Recruiting Support

EXECUTION CHECK LIST

- ☐ Requested asset via USAMU LNO SFC Raphael
- ☐ Request must be at least 3 month in advance
- ☐ If weapons displays are desired Mission Commander must insure permission is granted by school or other official
- ☐ Mission commander does site recon/rehearsals/PCI, etc.

LESSONS LEARNED

- ☐ Recruiter participation before and after event.
- ☐ Station Commander and Commander involvement
- ☐ Permission to display and handle the guns i.e.; High Schools
- ☐ *Last minute changes or poor planning from the start*



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Customs Firearms Shop Truck with Weapons Display

CHARACTERISTICS

- Branded F350 or F750 truck
- 40' Branded Trailer
- 60'X18' footprint slab or grass
- Equipped with weapons display and DVD presentations about Army Marksmanship Unit. Can be used as a static display at events.



EMPLOYMENT

- National Targets
 - » Fairs
 - » Air Shows
 - » Sporting Events, Trade Shows, etc
- High Schools, Colleges, & Universities

**Required Recruiter/Cadre
Support: 2**



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Customs Firearms Shop Truck with Weapons Display

EXECUTION CHECK LIST

- ☐ Requested asset via ATB 6 months out
- ☐ Submitted USAAC Fm 973 NLT 30 days prior to event (MSBn)
- ☐ If weapons displays are desired Mission Commander must insure permission is granted by school or other official
- ☐ Mission commander does site recon/rehearsals/PCI, etc.

LESSONS LEARNED

- ☐ Recruiter participation before and after event.
- ☐ Station Commander and Commander involvement
- ☐ Permission to display and handle the guns i.e.; High Schools
- ☐ *Last minute changes or poor planning from the start*



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Shooting Clinics

CLINIC PARTICIPATION

- This asset is specifically geared to shooting clubs and teams.
- Shooting clinics may be requested though the USAMU Chief of Competitions Mr. Mike Behnke
MICHAEL.BEHNKE@usaac.army.mil



EMPLOYMENT

- May be conducted at:
 - USAMU Ft. Benning GA
 - Gun Clubs across the country
 - High school, Colleges, & Universities

Required Recruiter/Cadre Support:

1 per every 30 students



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Shooting Clinics

EXECUTION CHECK LIST

- ☐ Requested asset 9 months in advance through MICHAEL.BEHNKE@usaac.army.mil
- ☐ Release from liability form signed by shooters
- ☐ 20 or more participants

LESSONS LEARNED

- ☐ *Not enough time to schedule event*
- ☐ *Not enough participants*
- ☐ *Groups back out with little notice*



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Shooting Demonstrations

- When a team has a competition in your recruiting zone a shooting demonstration may be possible.
- If the recruiting command for the area in which we are competing have COI's they would like to bring to a demonstration, the A&PA can make contact with the unit.
- If the facilities allow and the team has no other commitments we can schedule the demo.



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Convention Support/Small Arms Firing School

Small Arms Firing School (SAFS)



Small Arms Firing Schools (SAFS) are taught annually by the Rifle and Pistol sections during the National Matches at Camp Perry, Ohio. The USAMU is directed by the Department of Defense to provide the SAFS instructions and these classes are open to the public.

To attend this class you must register on line at the CMP website: <http://www.odcmp.com>

Convention Support



- 15' X 10' Weapons Display with back drop and tables accompanied by our World Class Athletes.

- This asset must be scheduled at the ATB or through the LNO and will be funded by the recruiting battalion.

- For more information contact the USAMU LNO francis.raaphael@usaac.army.mil



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REQUESTING A TEAM VISIT

- **How do you get the USAMU Soldiers to attend an event in your area, do a presentation at one of your schools, or to support the Army Marksmanship Trainer?**
 - **You may request USAMU support through your Army Public Affairs representative. Each USAREC brigade and Cadet Command sends a representative to the quarterly Accessions Targeting Board at Ft. Knox, KY. It's at this brief that the Army Marksmanship trainer (AMT) is requested and we can be requested to accompany the AMT. During that time we can also be requested for specific events i.e.; gun shows, state fairs, FFA conventions, football games, etc.**
 - **You may be contacted by the USAMU directly if one of our scheduled shoots is within your recruiting area.**
[\(click here to view our calendar\)](#)
 - **You may contact the USAMU Recruiting LNO, SFC Raphael, at (706) 545-1410 or (888) 228-6396 or email at francis.raaphael@usaac.army.mil**



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Scheduling Procedures/USAREC

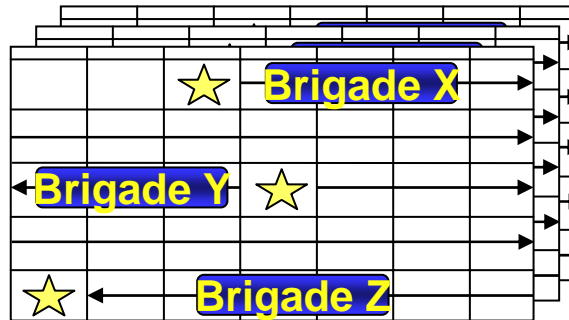
Start

Local Recruiter identifies target of opportunity (Hard to Penetrate School, Local Event, etc...)

Submits request for MSB support through **USAREC RCTG** **Company HQ** per CDR guidance

Company HQ consolidates and prioritizes requests, submits to **USAREC BN A&PA**

Upon USAAC Commanders approval.



Battalion A&PA consolidates requests and briefs Battalion Commander, submits to **USAREC BDE A&PA**

USAREC Brigade A&PA briefs the working group on the USAREC Brigade Commanders deployment plan.

ATB Working Group Convenes. Events are then synchronized based on requirements / capabilities

USAREC Brigade A&PA consolidates requests and briefs USAREC Brigade Commander and develops a deployment plan.



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Scheduling Procedures/USACC

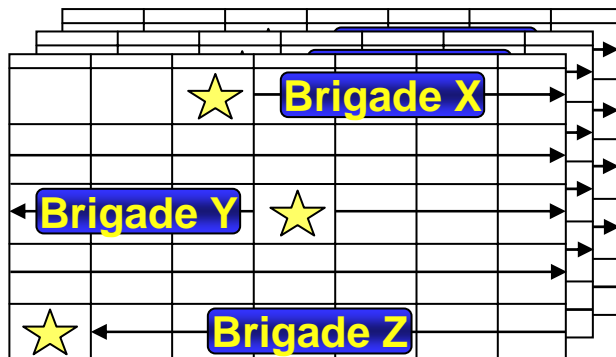
Start

Local ROO identifies target of opportunity (Hard to Penetrate School, Local Event, etc...)

Submits request for MSB support through USACC Brigade

USACC Brigade HQ consolidates and prioritizes requests, submits to USACC Region

Upon USAAC Commanders approval.



USACC Rep consolidates requests and briefs USACC Commander and develops a deployment plan.

Command Rep briefs the working group the USACC Commanders deployment plan.

ATB Working Group Convenes. Events are then synchronized based on requirements / capabilities



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Provide Us Feedback

- We continually strive to improve our support to the USAREC and USACC recruiting force; please provide us feedback.

POC:

francis.raaphael@usaac.army.mil



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Points of Contact

- USAMU BN Operations
 - CPT Jim Barrows @ 706-545-1272
 - SFC Francis Raphael @ 706-545-1272
 - SFC Ed Hocking @ 706-626-1991
- francis.raaphael@usaac.army.mil



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